



Advertising Standards Authority of South Africa

Registration Number: 1975/09/34468

Telephone 011 781 2006 Fax 011 781 1616 Email info@asasa.org.za Website www.asasa.org.za
Willowview Burnside Island Office Park (entrance off Athlola) 410 Jan Smuts Avenue Craighall Park PO Box 41555 Craighall 2024
Company Registration Number 1975/09/34468 Non-profit Registration Number 643-674-110

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To: Dr Luke Havemann
Director
Havemann Inc.
Email: lhavemann@havemanninc.com

From: Ms Puseletso Matene

Date: 20 May 2011

Reference: SHELL / TKAG & ANOTHER / 17882

Dear Dr Havemann

1. We acknowledge receipt of your letter of complaint regarding the above.
2. The complaint has been sent to the advertiser for written comment. The advertiser will be given an opportunity to respond to the complaint.
3. All complaints will be dealt with as speedily as possible. Delays may, however, occur when it is necessary to obtain, among others, technical or expert advice.
4. The ASA Directorate will investigate and rule on the matter or refer it to the Advertising Standards Committee for a ruling.
5. Any party who feels aggrieved by a ruling of the Directorate may, within ten working days of the date of notification, appeal against such ruling to the Advertising Standards Committee. The notice of appeal must be given in writing and must be communicated to the ASA in any manner acceptable for the lodging of complaints, and should set out concisely the grounds of appeal. The other party or parties to the matter will be entitled to reply to the notice of appeal within 10 working days of the date of receipt thereof.
6. The Appeal Committee will consider an appeal lodged against a ruling of the Advertising Standards Committee. Notice of appeal must be given in writing and must be communicated to the ASA in any manner acceptable for the lodging of complaints, and must reach the ASA within 20 working days from the date of notification of the decision appealed against. The notice of appeal should set out concisely the grounds of appeal and should be accompanied by the ruling which is being appealed and any reasons given

President: Mervyn E. King SC
Directors: N Nkomo (Chairperson) KH Willenberg (Vice chairperson) TN Msibi (CEO)
DR Terblanche I Louw IR May IRB Shepherd J Siney-Gould

for it, as well as all written representations and documentation submitted to Advertising Standards Committee. The other party or parties to the matter will be entitled to reply to the notice of appeal within 10 working days of the date of receipt thereof.

7. Rulings of the Directorate and the Advertising Standards Committee must be adhered to until reversed.
8. We will contact you when we have more information available.
9. Should you at any time feel that your dispute was delayed due to our actions, please do not hesitate to contact the office of the CEO on (011) 781-2006 or rebecca@asasa.org.za.

Yours sincerely

THE ADVERTISING STANDARDS AUTHORITY OF SOUTH AFRICA



PUSELETSO MATENE
CONSULTANT: DISPUTE RESOLUTION
FN